MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017/2018

PWC1010 – WORKPLACE COMMUNICATION

(All sections)

21 OCTOBER 2017
2.30 p.m-4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of 4 pages with **2 sections** only.
2. Attempt **ALL** questions.
3. Please write all your answers in the Answer Booklet provided.

SECTION A: CASE STUDY [30 MARKS]

Question 1 [15 marks]
Instructions: Read the following case and answer the questions that follow.

Ivan who is a manager of IBN Call Centre in Damansara is worried about his staff, Cassey. She seems to be tensed most of the time at work. He is concerned about her as she is a talented employee and a valuable asset to the organisation. One day, Ivan decides to speak to her and wonders how to help her. Cassey mentions that she feels useless most of the time. Her husband claims that she is not skillful in caring for their daughter because the baby keeps falling sick most of the time. Her colleagues have also commented that she is too slow in completing her tasks at work.

Ivan then asked her how she gets to know this, but there was silence. He asked her if anyone has ever mentioned that to her: "Cassey, you are useless." She replies that she overheard gossips about her in office. Ivan feels that Cassey does not believe in her own ability to cope with the everyday problems that life throws at her and is easily swayed to conform to others' comments about her. Then she admitted that she didn't know why she felt this way.

Cassey's husband is a workaholic man who works on shifts, and spends most of his time developing his career than caring for his family. She also mentions that her husband was recently promoted at work whereas she is still in the same position as Call Centre executive for more than 5 years. She also feels sad for being left by herself with her daughter every day. Besides, she finds her work life very stressful. She weeps while telling this. Ivan taps Cassey's shoulder softly with empathy and tells her there must be a way to overcome this stressful situation

Cassey than tells Ivan that she enjoys reading in bed before nodding off to sleep and doing meditation every morning before heading to work. Ivan finally found a calm state he could use to get her going with life and work.

i. Define self- esteem? Give **TWO** examples of positive self-esteem.
(3 marks)

ii. Provide **THREE** reasons why Cassey suffers from low self-esteem? Elaborate the 3 reasons.
(6 marks)

iii. Explain what can Cassey do to increase her self- esteem?
(4 marks)

iv. What type of non-verbal communication was used by Ivan in this case? Provide an example.
(2 marks)

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Question 2 [15 marks]

Instructions: Read the following case and answer the questions that follow.

Instructions: Read the case study below and answer the questions.

Leo is a Hispanic American man who lives in Kentucky. He is a 26-year old man who has a degree in Marketing from University of California. He has been working as a marketing manager with Duplex & Co for 3 years in California. Last year, he moved to Kentucky with his newly married wife and had to settle for a lower paid job in a small telemarketing company in Kentucky.

At the office, Leo is responsible to manage all the telemarketers who will mostly be communicating with clients via phone. His job specification is to ensure that employees achieve monthly targeted sales. He is also responsible to for training his staff to do sales via phone. At times, he also prepares scripts and asks staff to rehearse by using the scripts. Most of the staffs are doing the job on part-time basis and staff turnover rate is high as it is not a permanent job, thus the staff tends to quit if they are not happy.

Leo's has 17 staff under his supervision. Most of the employees are women from the ages of 35-55. They are full-time housewives who work for about 4-5 hours a day. Most of these employees are from Asia, Middle East and Africa who have different cultural and ethnic backgrounds. They are also non-native English language speakers who only use English as a foreign language to communicate.

Leo always ends up in frustration because he could not hit the targeted sales for the month. The main reason for not achieving the sales is because most of the employees are not able to follow company's sales and marketing guidelines when dealing with clients. Leo had even pasted a large poster of sales guidelines on the office wall with the hope that employees will read and follow it. Leo also conducts briefings every week to educate staff on how to deal with clients in phone and what is expected from them. However, the staffs usually pay very little attention to the details of briefings given.

Leo also has some personal problems at home. His wife delivered their first baby and he has to depend on a babysitter to look after the newborn. Unfortunately, the babysitter has moved to another town and now Leo and Melanie have to take turn to care for the baby. Sometimes, there are minor arguments between Leo and Melanie and this caused him to feel depressed. One morning, he walked into the office and found that the phone was ringing and no one was answering it because they were busy chit-chatting with each other. He had reminded his staffs a week before that all calls should be immediately attended. Leo slammed the phone in anger and shouted "What's going on?" His staffs were shocked and stunned by his action. They were also not sure why Leo reacted in such manner.

i. Based on the situation, identify and explain **THREE** (3) communication barriers that exist between Leo and his employees.

(6 marks)

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ii. Provide **THREE** strategies that can be implemented to overcome the barriers. Explain each strategy.

(6 marks)

iii. Identify **TWO** non-verbal communications that are projected in the passage. What message is obtained from the non-verbal action displayed by Leo?

(3 marks)

SECTION B: WRITTEN COMMUNICATION QUESTION [30 MARKS]

Question 1 [15 marks]

Instructions: Write a **reply letter** of about 200 words based on the complaint below by using open punctuation and fully blocked layout format.

Smart Solutions
No 12-14 Plaza Low Yatt
Jalan Bukit Bintang
55100 Kuala Lumpur
Malaysia

13 July 2017

Infenion Technologies
No 8 Kallang Sector
Singapore 349282

Dear Sir

RE: **Complaint Concerning Wrong Goods Delivery**

On 29 June 2017, I ordered 12 units of SLJ 52G Java Smart Cards from Infenion Technologies under the order number CPB 144.

When I received the parcel this morning, I found that it contained 12 units of SLJ 36G instead of SLJ 52G. Upon calling your sales representative, Mr. Jimmy, I was informed that the wrong units were sent to me by mistake. With regret, I cannot accept these Smart Cards as I have enough stock of SLJ 36G already. I am therefore returning these Smart Cards by parcel post for immediate replacement. This is urgent as I have several customers waiting for their SLJ 52G Smart Cards.

I truly appreciate the smooth business we had before, and therefore, I hope your company would immediately parcel the correct units of SLJ 52G Java Smart Cards as ordered. Please also compensate the value of the returned copies including the reimbursement for the postage cost RM 88.70.

Yours faithfully,
Goshal Dosh
Store Manager

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Question 2 [15 marks]
Instructions: Write a **memo** of about 200 words based on the situation below.

As the Head of Information Technology department in Nexus & Co, you received a memo from your company's CEO on the threat of Ransom Ware at your workplace which could affect the database of the company. As the head of department, write a memo to staffs in your department to remind and warn them of the threat.

You may invent necessary details.

End of Paper